

Toft Newton Parish Council

E-mail: clerk@toftnewtonparishcouncil.gov.uk

Website: <https://toft-newton.parish.lincolnshire.gov.uk>

Logo Design

As Toft Newton Parish Council becomes a more professional Parish Council, we have the potential to become a beacon of good practice, not just within the Dunholme and Welton Ward of West Lindsey, but in the whole of Greater Lincolnshire and further afield.

I therefore wondered if we should adopt a logo, an approved logo would be displayed on the website, on meeting agendas, minutes and relevant documents, and would be used as part of all external communications.

We would also look a bit more professional on other platforms, such as the West Lindsey Lottery website, where most fundraisers have a logo, whereas we don't.

I want to open this up to members of the community to design. I wondered if we should have an open competition, with a prize of a gift card, to the value of £25. The Post Office sells the One4all gift cards that can be purchased in any branch of The Post Office and topped up with any amount between £10 and £120. The One4all gift cards can be used in person or online at over 180 different brands.

Information about the One4all cards is available at: <https://www.postoffice.co.uk/gift-cards/one4all>.

The Local Government Act 1972 section 137, would cover this expenditure as a miscellaneous expenditure, equally it could be covered by the Chairman's Allowance which is covered by the Local Government Act 1972 sub sections 15(5) & 34(5).

If we held a logo design competition, it would be important to set some clear criteria, therefore we need to consider:

- Will the competition only be open to registered electors of the parish or all residents?
- Will children as well as adults be allowed to take part? If so what age groupings should we use?
- If children do take part, will the gift card be awarded to them or to their parent or carer?

Whatever entry criteria is used, the one overriding stipulation, must be that entrants live in the parish of Toft Newton.

In the last eight years West Lindsey District Council have updated their logo twice, both times, the cost has been significantly more than should be justifiable, and certainly far out of reach of a small parish council. Therefore, involving our community in designing a logo is not only a good way to involve the residents of the parish in council business, but also a bargain.

I would suggest that entries have to be submitted to the Clerk by e-mail before the end of August, and that Councillors, make a decision in a closed meeting, announcing the winner and presenting the gift card at the September 2026 meeting.

I have been using this text as an unofficial logo.

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I used an AI app to create the logos attached, they would serve the purpose, but a logo designed in pen, pencil or on a computer, by a local resident would have more meaning and community value.

I would recommend that a poster, using text similar to below is put up in the Village Hall and distributed on Facebook by Councillors that use Facebook and are members of the various groups.

Suggested poster:

Logo design competition

Toft Newton Parish Council are inviting local residents to take part in a competition to design a new logo for us.

Toft Newton Parish Council was first established in 1895, as a parish council that covered Toft next Newton and Newton by Toft, incorporating Newtoft in the late 1930s.

Toft Newton Parish Council is a rural parish that covers 935 hectares in West Lindsey. Just 4 miles from Market Rasen and 11 miles from Lincoln, the parish was internationally renowned for Trout fishing.

The parish has an interesting history, not only were Toft Next Newton and Newton by Toft mentioned in the Domesday Book of 1086, Newtoft was vital in World War II as the Officers Estate for the neighbouring RAF Faldingworth Airbase, that housed amongst other squadrons, the 300 Polish Bomber Squadron, to whom the memorial is dedicated.

But it is not just history, the Toft Newton parish is a fantastically diverse natural environment, we know that some of the trees in The Big Wood are over 200 years old and that there are at least 26 different species of trees, and that there are likely at least as many species of grasses, herbs, and the other vegetation in The Big Wood too.

Toft Newton Parish Council would like you to design us a logo that represents what is important to you, about the area in which you live.

You can submit your designed logo by e-mail to the Clerk of Toft Newton Parish Council, either as an image file, or as a scanned version. If you cannot e-mail your entry, please give it to a Councillor so that they can e-mail your entry to the Clerk on your behalf.

Rules:

- You must live in the Toft Newton parish to enter this competition.
- Age groups – if under 18, you must have your parent or carers permission.
- Etc., etc.

Send your entry, with your name and address (and age if under 18) to: clerk@toftnewtonparishcouncil.gov.uk by Tuesday the 25th of August 2026.

Councillors will decide on a winner early in September and the prize of a £25 gift card will be presented to the winner at the Parish Council meeting on Tuesday the 8th of September 2026.

The winner will be notified on the 3rd of September 2026, the day that the agenda and reports for the September meeting are published.

I would suggest that the competition runs for one month, starting on Saturday the 25th of July 2026, giving us time to promote it after the July Parish Council meeting has taken place and it also allows Councillors and residents plenty of time to drum up interest in the competition.

There will therefore be a discussion at the July Parish Council meeting to discuss this proposal and a resolution to vote on, to hold a Logo Design competition.

Michael Lewis
Consultant to the Council
10th May 2026

The logo for Toft Newton Parish Council is a circular emblem. It features a stylized tree with a dark green trunk and branches, and two light green leaves. Above the tree is a light green semi-circle. The text "Toft Newton Parish Council" is written in a dark green, sans-serif font across the center of the emblem.

Toft Newton Parish Council

Grok

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A stylized logo consisting of two thick, curved green bands that form a semi-circular arch. The top band is a lighter shade of green, while the bottom band is a darker shade. They are positioned to frame the text in the center.

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